

**Guest Speakers:**  
**Joel Huesby**  
**Keith Swanson**

[www.thunderinghooves.com](http://www.thunderinghooves.com)

*Joel Huesby and Keith Swanson are part owners and operators of Thundering Hooves, a operation located in Walla Walla, WA.*

*Thundering Hooves is a fourth generation family farm. They raise and finish chickens, turkeys, cattle, goats, sheep and pigs on certified organic pastures of grass and alfalfa.*

*They have formed a partnership with likeminded family farmers as livestock producers. These producers have agreed to adhere to their production requirements.*

*They market their product three ways*

- *Neighborhood Buying Clubs*
- *Thundering Hooves Meat Shop*
- *Restaurants*

*They have gained knowledge and experience in organic and sustainable production, working with others, and marketing their product.. They are excited to share this information with Alaskan Producers. We hope to see you there!*



**Palmer and Kodiak Soil & Water  
Conservation District**  
**[palmerswcd@alaska.com](mailto:palmerswcd@alaska.com)**

For additional conference information,  
contact: Patricia O'Neil  
907-761-3858

Main phone: 907-745-7200  
<http://dnr.alaska.gov/ag/index.htm>



Brought to you by the  
Palmer & Kodiak Soil &  
Water Conservation  
Districts and the Division of  
Agriculture

## **Red Meat Livestock Conference March 25 & 26, 2009 Palmer Train Depot**



Palmer and Kodiak Soil &  
Water Conservation District  
[palmerswcd@alaska.com](mailto:palmerswcd@alaska.com)

Phone: 907-745-1441

## Red Meat Livestock Agenda

### March 25, 2009

8:00-8:15	Registration
8:15-8:30	Welcoming Statement, <i>Doug Warner</i>
8:30-9:00	Project Update – <i>Patricia O'Neil</i>
9:00-9:30	Mobile Abattoir – <i>Nathan Mudd</i>
9:30-10:15	Raising Grass Fed Beef – <i>Joel Huesby</i>
10:15-10:30	Break
10:30-12:00	Direct Marketing 101 – Selling Meat to the Public – <i>Keith Swanson</i>
12:00-1:00	Lunch
1:00-1:20	Fancy Food Show Review – <i>Amy Pettit</i>
1:20-2:15	Organic Certification – <i>Joel Huesby</i>
2:15-2:20	Q & A
2:20-3:00	Selling Meat Online – <i>Keith Swanson</i>
3:00-3:15	Break
3:15-4:15	Fancy Food Show Review – <i>Nathan Mudd</i>
4:15-4:55	Marketing Non-Amenable Species – <i>State Veterinarian's Office</i>
4:55-5:00	Introduction to FSA – <i>Doug Carter</i>
5:00-5:05	Final Q & A – <i>Patricia O'Neil</i>

### March 26, 2009

8:00-8:15	Registration: Donuts & Coffee
8:15-8:30	Welcoming Statement – <i>Patricia O'Neil</i>
8:30-8:45	Palmer/Kodiak SWCD – Update – <i>Eric Wade</i>
8:45-9:30	Creative Distribution Systems, Moving from Farmers Markets to Neighborhood Buying Clubs – <i>Keith Swanson</i>
9:30-10:30	Working with the USDA – <i>Joel Huesby</i>
10:30-10:45	Break
10:45-11:00	Fancy Food / Class Review – <i>Bob Mudd</i>
11:00-12:00	How to Sell the Whole Carcass without Making Everyone Buy the Whole Carcass – <i>Keith Swanson</i>
12:00-1:00	Lunch Break
1:00-1:45	Diversified Livestock Panel – <i>Ruby Hollembaek, Todd Pettit, Delbert Simineo, Developing HACCP Plans – Joel Huesby</i>
1:45-2:40	Q & A
2:40-2:45	Break
2:45-3:00	Break
3:00-4:00	Selling Meat to, and Working with Restaurants – <i>Keith Swanson</i>
4:00-4:10	Q & A
4:10-4:45	Local Restaurants & Local Meat Demand – <i>Chef Delicious Dave &amp; Kim Sollien</i>
4:45-5:00	Final Wrap Up – <i>Patricia O'Neil</i>

## Speakers

- Amy Pettit—Division of Agriculture, Development Specialist.
- Bob Mudd—Sitkinak Cattle Ranch—Co-Owner of 2nd largest *Cattle* Ranch in Alaska.
- Chef Delicious Dave—AK Root Sellers, Fresh Produce, Livestock, & Dairy Delivery to Local Restaurants
- Cherie Lowry—Environmental Health Officer for 20 years; Dairy & Reindeer Specialist, DEC
- Delbert Simineo—Northern Lights Elk Ranch, Elk Producer in Palmer
- Doug Carter, County Executive Director, FSA
- Doug Warner—Division of Agriculture, Marketing & Inspection Supervisor
- Dr. Jay Fuller—Assistant State Veterinarian, DEC
- Dr. Robert F Gerlach VMD—State Veterinarian since 2003; Coordinates Animal Health Regs, Animal Disease Surveillance & the State's Fish Monitoring Program, DEC
- Eric Wade—Manager, Palmer SWCD; Previously Executive Director, AACD
- Kim Sollien—AK Root Sellers, Fresh Produce, Livestock, & Dairy Delivery to Local Restaurants
- Nathan Mudd—Alaska Meat Company, Co-owner of 2nd largest *Cattle* Ranch in Alaska
- Patricia O'Neil—Division of Agriculture, Natural Resource Specialist
- Ruby Hollembaek—Alaska Interior Game Ranch, Co-owner and Operator of Hay Farm and Bison & Elk Ranch in Delta Junction
- Todd Pettit—Pitchfork Ranch, Bison & Elk Producer in Palmer



## Register by March 20, 2009

Red Meat Livestock Conference Time Price \$25.00

- ☐ March 25, 2009 8:00 AM
- ☐ March 26, 2009 8:00 AM

Total: \$25.00

Name \_\_\_\_\_

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### Send registration form to:

Eric Wade  
Palmer Soil and Water Conservation District  
259 S. Alaska Street  
Palmer, Alaska 99654  
Phone: 907-745-1441  
Email: [palmerswcd@alaska.com](mailto:palmerswcd@alaska.com)

Sponsored by Palmer & Kodiak Soil & Water Conservation Districts and the Division of Agriculture.



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